Psychology of Negotiation and Conflict Resolution Training Course



30 Nov - 04 Dec 2026

Casablanca

4500 € (Per Person)

Ref: #CM5113_294650

Course Introduction / Overview:

This intensive training course delves into the intricate psychological underpinnings of negotiation and conflict resolution, moving beyond traditional tactics to explore the cognitive and emotional drivers that shape outcomes. In today's complex business environment, success is often determined not just by what is negotiated, but by how it is negotiated. This program is designed to equip professionals with a profound understanding of the human element in high-stakes interactions. Drawing on seminal research from behavioral psychology and decision-making science, including the work of Nobel laureate Daniel Kahneman on cognitive biases, the course provides a robust framework for navigating difficult conversations and achieving mutually beneficial agreements. Participants will explore concepts from foundational texts like "Getting to Yes" by Roger Fisher and William Ury, learning to identify and manage psychological barriers to agreement. BIG BEN Training Center has developed this curriculum to transform participants from mere tacticians into strategic influencers who can de-escalate conflict, build lasting rapport, and secure optimal results through a sophisticated application of psychological principles. This course is the definitive guide to mastering the art and science of human interaction in professional settings.

Target Audience / This training course is suitable for:

- Legal Professionals and In-House Counsel.
- Sales and Business Development Managers.
- Procurement and Supply Chain Specialists.
- Human Resources Managers and Business Partners.
- Project and Program Managers.
- Senior Executives and Team Leaders.
- Entrepreneurs and Business Owners.
- Government Officials and Public Sector Negotiators.
- Customer Relations and Service Managers.
- Mediators and Dispute Resolution Practitioners.

Target Sectors and Industries:

- Legal and Professional Services.
- Information Technology and Telecommunications.
- Banking, Finance, and Insurance.
- Construction and Real Estate.
- Oil, Gas, and Energy.
- Healthcare and Pharmaceuticals.
- Manufacturing and Engineering.
- Retail and Consumer Goods.
- Governmental Agencies and Public Administration.
- Consulting and Advisory Services.

Target Organizations Departments:

- Legal Department.
- Sales and Marketing Department.
- Procurement and Purchasing Department.
- Human Resources Department.
- Project Management Office (PMO).
- Executive Management.
- Operations Department.
- Client Relations and Support Department.

Course Offerings:

By the end of this course, the participants will have able to:

- Analyze the psychological dynamics at play in any negotiation or conflict scenario.
- Identify and mitigate the impact of cognitive biases on decision-making.
- Apply active listening and strategic questioning to uncover hidden interests.
- Utilize emotional intelligence to manage their own state and influence others.
- Develop and deploy effective strategies for de-escalating high-tension situations.
- Master principled negotiation techniques to create win-win outcomes.
- Frame proposals persuasively to increase acceptance and agreement.
- Effectively manage difficult personalities and hardball tactics.
- Build and maintain rapport to foster long-term collaborative relationships.
- Conduct post-negotiation analysis to continuously improve future performance.

Course Methodology:

The training methodology at BIG BEN Training Center is designed for deep learning and practical application, ensuring that participants can immediately transfer their new skills to the workplace. This course employs a highly interactive and experiential learning model, moving beyond passive lectures to immerse participants in real-world scenarios. The core of the program consists of dynamic role-playing exercises, simulated negotiations, and in-depth case study analyses of both successful and failed negotiations. These activities provide a safe environment to practice psychological tactics, receive constructive feedback, and refine personal strategies. Facilitated group discussions and peer-to-peer coaching sessions encourage collaborative problem-solving and the sharing of diverse perspectives. We will also incorporate self-assessment tools to help participants understand their own negotiation and conflict management styles. The instructor will act as a facilitator, guiding participants through complex psychological concepts and providing expert coaching to bridge the gap between theory and practice. This blended approach ensures a comprehensive and impactful learning experience.

Course Agenda (Course Units):

Unit One The Psychological Foundations of Negotiation

- The dual nature of negotiation and conflict.
- Understanding distributive versus integrative bargaining.
- Key psychological principles influencing negotiation outcomes.
- The Thomas-Kilmann Conflict Mode Instrument (TKI).
- The role of perception and attribution in conflict.
- Establishing trust and building initial rapport.
- Setting goals and defining success from a psychological perspective.

Unit Two The Negotiator's Internal Landscape

- Recognizing and managing cognitive biases (e.g., anchoring, confirmation bias).
- The power of emotional intelligence in high-stakes discussions.
- Techniques for maintaining composure and managing stress.
- Developing self-awareness of personal negotiation styles and triggers.
- The psychology of power, influence, and persuasion.
- Mindfulness and its application in negotiation.
- Preparing your mental and emotional state for negotiation.

Unit Three Strategic Communication and Influence

- The art of active and empathetic listening.
- Formulating powerful questions to uncover underlying interests.
- Nonverbal communication and interpreting body language.
- The psychology of framing and reframing issues.
- Using storytelling and metaphors to persuade.
- Principles of influence from Dr. Robert Cialdini.
- Communicating effectively across different cultures and personalities.

Unit Four Advanced Negotiation Strategies and Tactics

- Developing your Best Alternative to a Negotiated Agreement (BATNA).
- Defining the Zone of Possible Agreement (ZOPA).
- Psychological tactics for anchoring and making the first offer.
- Countering hardball tactics and manipulative strategies.
- Techniques for breaking deadlocks and overcoming impasses.
- Managing multi-party negotiations and team dynamics.
- The ethics of psychological influence in negotiation.

Unit Five Conflict Resolution and Sustainable Agreements

- De-escalation techniques for emotionally charged situations.
- Transforming adversarial conflict into collaborative problem-solving.
- Introduction to mediation and facilitation principles.
- Crafting durable agreements that address all parties' interests.
- The psychology of apologies and reconciliation.
- Post-negotiation analysis and relationship management.
- Creating a personal action plan for continuous improvement.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

To what extent can understanding the psychology of the 'other side' be manipulated for unethical gains, and where should a negotiator draw the line between influence and exploitation?

What unique qualities does this course offer compared to other courses?

This course distinguishes itself by moving beyond the surface-level tactics and scripts commonly taught in negotiation training. Its core uniqueness lies in its deep-dive into the behavioral science and cognitive psychology that govern human interaction during high-stakes discussions. While other courses may provide a checklist of what to do, this program focuses on the 'why'—why certain strategies work, why people react emotionally, and why cognitive biases can derail even the most carefully planned negotiations. Participants gain a profound understanding of the psychological drivers of themselves and their counterparts, enabling them to adapt their approach dynamically to any situation rather than relying on rigid formulas. The curriculum integrates proven academic research on decision-making, emotional regulation, and influence with highly practical, real-world applications. By focusing on building psychological acuity and emotional intelligence, the course equips professionals not just with negotiation skills, but with a fundamental mastery of human dynamics that is invaluable across all aspects of leadership and professional life.